Recombee

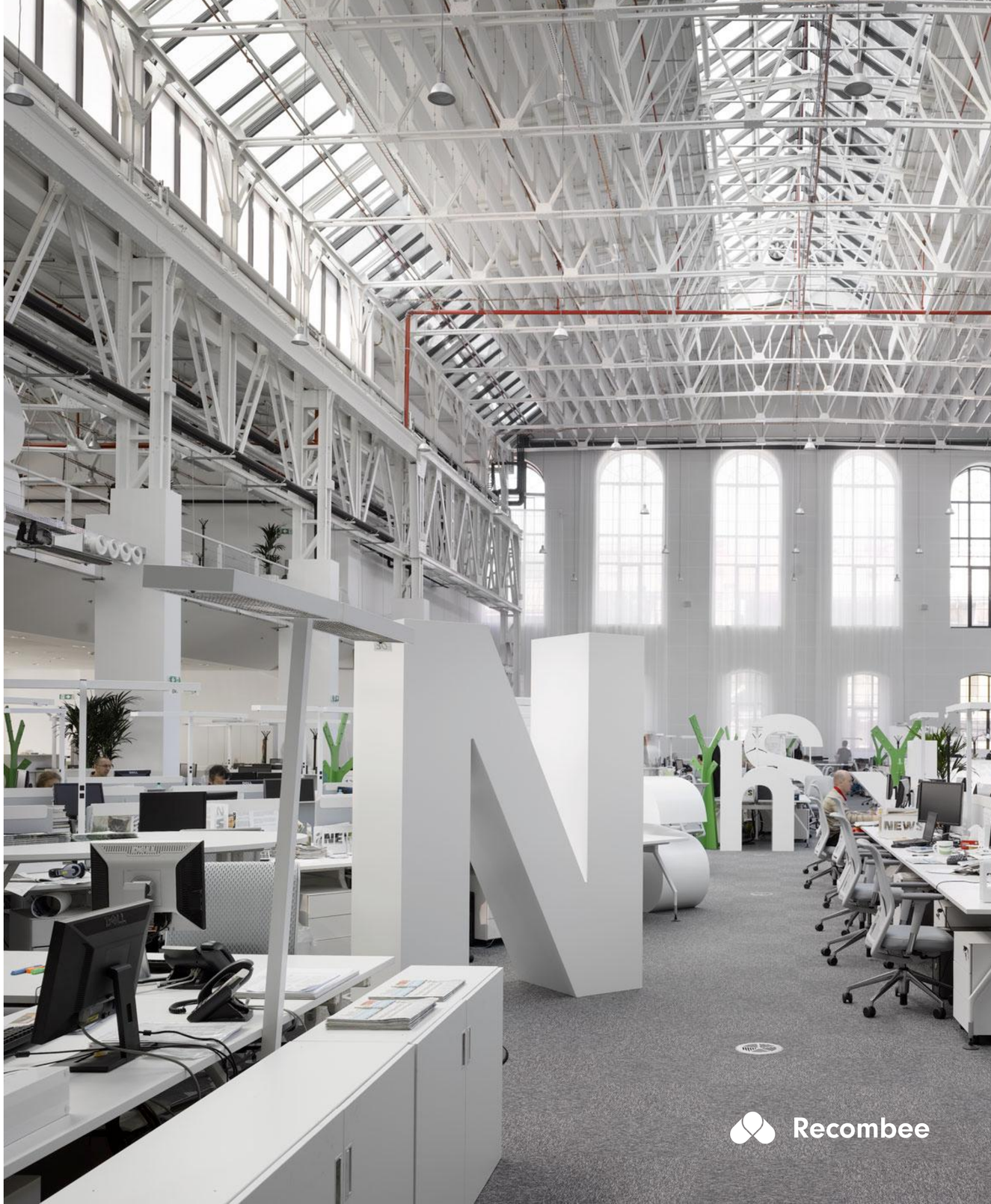
64% CTR Growth Through Personalized News for Economia

Media House Articles Recommendation

e.conomia

About Economia

Economia, a.s., a European Business Press member, is a major Czech publishing house specializing in economic and professional periodicals. The internet division of the company runs over 20 out of the most important news and professional websites in the country, including aktualne.cz and ihned.cz. Together, they serve 500M page-views per month. Economia takes great pride in the trustworthiness and objectivity of information it provides. It became a reliable source of information for 66 % of Czech business owners, top management and public administration representatives.



In a continuous effort to improve its online products, Economia a.s., a Czech media company running a number of news portals and thematic websites, decided to explore the power of artificial intelligence for personalization. Based on a superb A/B test performance, Recombee's news personalization system together with Geneea's NLP engine were selected as the winner in a tender of several commercial solutions.

Since then, our solution has been expanded to the centrum.cz portal with over 50 million recommendation requests per month. Deployment to several other large sites is planned within the next few months.

Situation

- Hundreds of articles published every day.
- 300,000 historical articles.
- Static content selection managed by editors.

Requirements

- Recognize preferences of individual users.
- Balance personalization and discovery of new content.
- Find similar articles.
- Real-time response in large traffic.

Solution 1/2

To address Economia's needs Recombee's solution contains following:

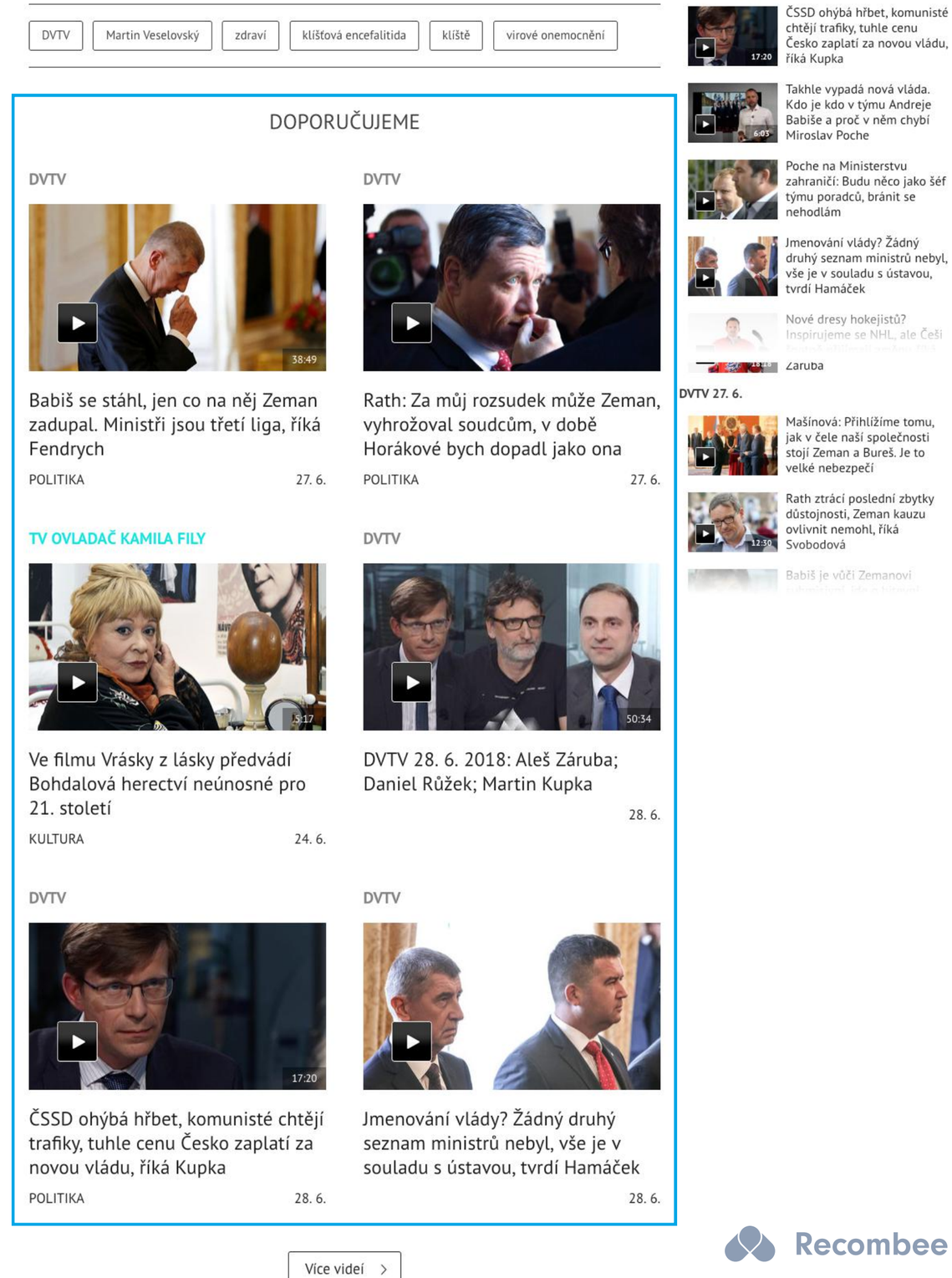
- mixed recommendations of different types of multimedia content: text articles, videos, and galleries,
- processing very complex business rules on what type of content can be recommended at given time, based on its age, categorization, and editorial attributes,
- recommendation of continuously published new and new articles, many of them highly ephemeral,
- personalized recommendation on related user acquisition portals,
- read-next recommendation for written articles,
- recommendation of "watch next" for videos in video section,

Solution 2/2

- processing exact viewing data (read percentages for individual articles) to fine-tune the recommendation,
- advanced natural language processing methods for better in cooperation with Geneea company to improve the recommendations,
- continuous support and cooperation, consultations of novel approaches how and where to use recommendation,
- cross-recommendations between different portals.

Aktuality.cz - Video detail

Recombee applied to **Doporucujeme** (“Recommended”) section.



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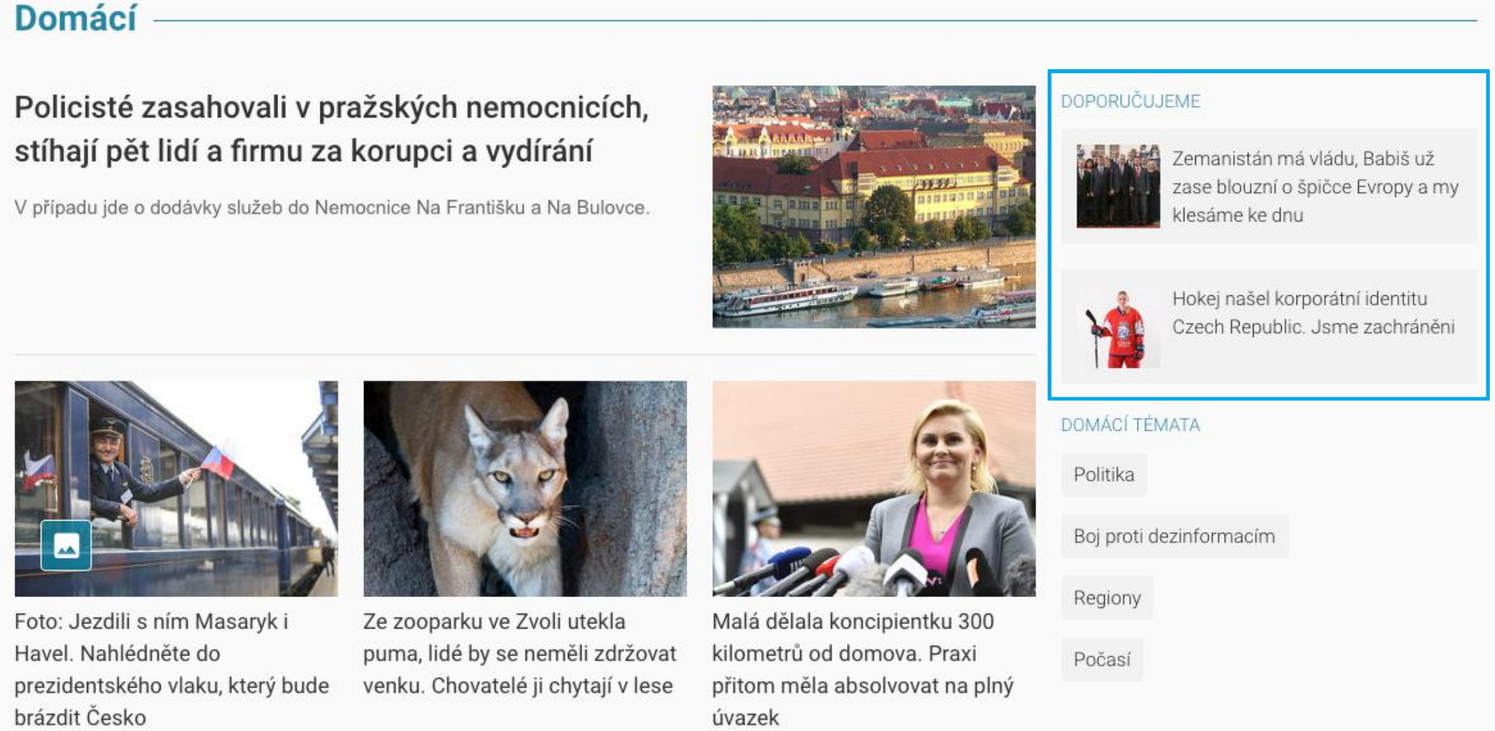
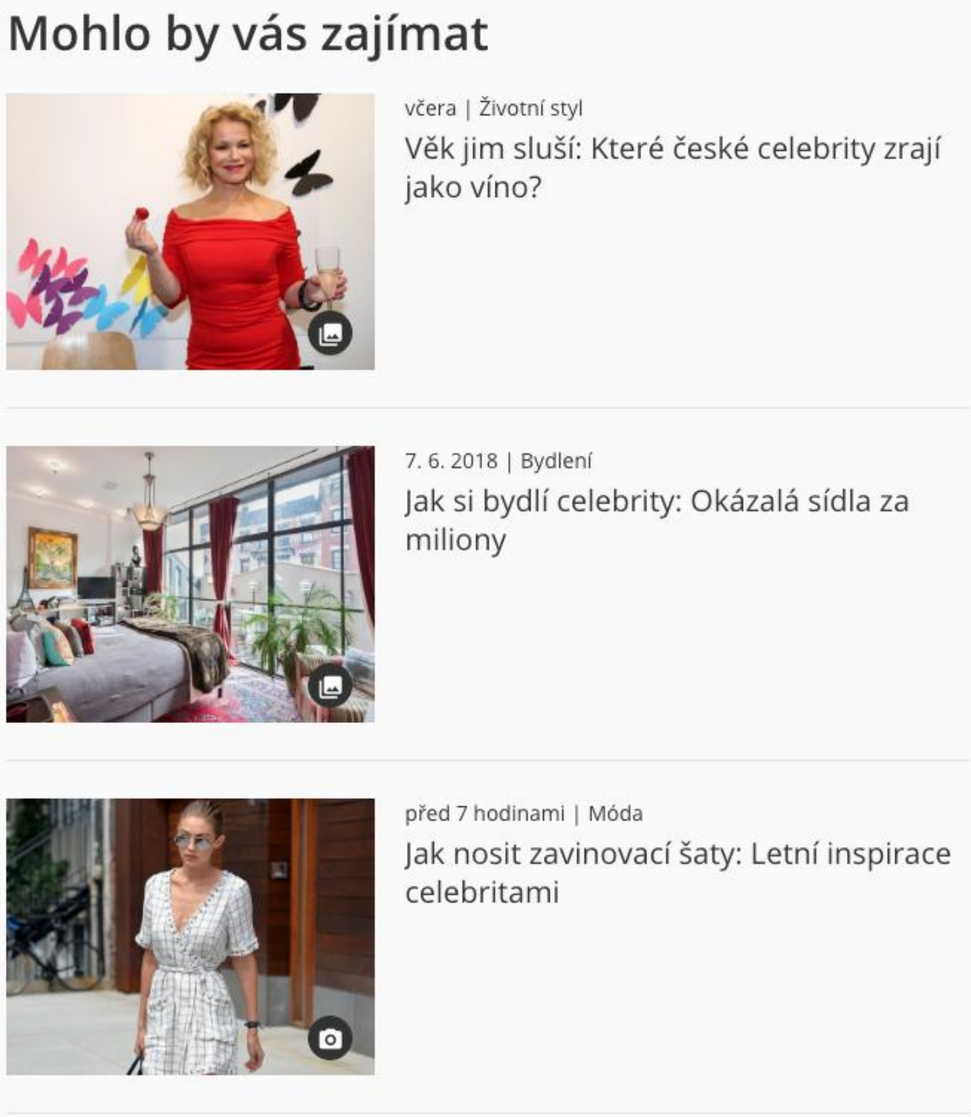
Aktuality.cz - Home Page

Recombee applied to **Doporucujeme** (“Recommended”) section.



Zena.cz - Article Detail

Recombee applied to **Mohlo by vas zajimat** ("You could be interested in") section.



Results

- **64 % increase in Conversion Rate** compared to recommendations by editors
- **Saving editors' time** previously spent on continuous manual content selection
- **Saving money** spent on manual content selection
- **Increasing relevancy** of content for individual readers
- **Positive impact** on reader satisfaction: more articles read, longer website visits
- **Improved advertisement revenue**

"Thanks to Recombee's recommendation service and Geneea's NLP, we were able to personalize news and articles for visitors of our major portals (aktualne.cz, volny.cz, atlas.cz), increasing the number of pageviews by 64 percent. We expand recommendations to other scenarios such as video recommendations or personalized galleries."

Vojtěch Kostelecký Product Manager, economia

Recombee

"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + **SKDs** for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs

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For more info contact business@recombee.com